

BRIDAL FLORAL DESIGN AND WEDDING PLANNING COURSE

MODULE 1 FUNDAMENTALS (2 lessons)

- Special care and handling of flowers and leaves
- Elements of Design (Colour theory, form, line, texture, size, space, shape, pattern)
- Principles of Design (Balance, contrast, movement, rhythm, proportion, scale, dominance, unity, harmony, colour)
- Flower and leaf names, seasonal availability
- Flower classification in design (line, form, filler flowers)
- Mechanics of a stable floral arrangement
- Language and meaning of flowers and colours

MODULE 2 HANDS-ON (4 lessons)

- Round table centrepiece
- Bridal bouquet (hand-tied)
- Bridal bouquet (with decorative handle)
- Taping and wiring techniques for different types of flowers
- Corsages (Wrist, Pin-on)
- Flowergirl's halo
- Wedding cake flowers

MODULE 3 CREATIVE FLORAL DESIGN FOR WEDDINGS (1 lesson)

- Ideas for ceremony, reception, church, tables
- Trends in the wedding floral industry
- Getting creative with floral arrangements and props

MODULE 4 FIELD TRIP TO FLORAL NURSERIES (1 lesson)

- Field trip to floral nurseries
- How to select fresh flowers
- Ordering flowers
- Storing flowers

FINAL ASSESSMENT

- Group assignment – conceptualise and execute design for a wedding (altar, aisle, reception table, dining table)

DOWED WEDDING AND EVENT COURSE CONTENT

I. Introduction

Introduction to Wedding Planning

Create an experiential wedding Identifying Event Goals and Listing Objectives

Brief, Planning and Budgeting

Creating an Outline Plan covering availability of Main Guests; Timing and program; Choosing the correct day of the week; Setting out an Outline Budget Contingency Planning. Setting out a Critical Path ; Determining if the Outline Plan can be achieved in the time and on Budget.

Themes

Creative Concepts and event themes; Choosing the Right Location, Unique Venues. Entertainment and Music; Flowers, Favours and Decorations.

II. Wedding Outfitting

What to Wear, Hiring versus Purchasing Clothing

Bride, Groom, Best Man, Ushers, Bridesmaids, Fathers, Mothers. Hiring a Designer; Difference between a Designer and a Dressmaker. Buying off the Shelf.

The Bride & Groom, The Groomsman, Bridesmaids and Ushers

Types of Fabric to Choose; Beading and Detail; Veil Styles; When to Buy; Wedding Shoe Essentials; Going Away Outfit Purchase; Emergency Repair Kit; Suit versus Tuxedo; Hire versus Buying; Hire Checklist; Accessories; Colour Coordinating the Groomsman, Bridesmaid and Ushers Outfits, Hiring versus Buying; Bridesmaids Jewellery, Accessories and Headpieces; Coordinating Ushers Outfits; Contingency Planning

Hair, Makeup and Jewellery

Choosing Wedding Rings; Bridal Jewellery; Choosing the Right Make-Up Artist; Make-Up for Photographic Shoots; Coordinating Make-Up and Outfit; Skin Preparation; Trial Make-Up Tests; Essential Emergency Make-Up Kit; Choosing the Best Hairstyle; Finding A Stylist; Presenting your Ideas; Stylist Portfolios; The Stylist Client Communication Process; Home Versus Salon Styling; Styling the Bridal Party.

III. Wedding Catering (Sherwin)

The Wedding Cake

Specially made versus Store Bought; Choosing the right Baker; Selecting the appropriate Cake; Themed Cake Decoration; Cake Flavour Filling and Size; Cake Accessories; Number of Servings Required; Wedding Favours

Menus and Catering

Menu Options and Reception Styles; Liasing with Caterers; Menu Budgeting; Taste testing; Food Preparation and Handling Check; Guaranteed Numbers; Ratio of Servers to Guests; Dress Code; Tableware, Linens, cutlery and Glassware; Catering themes and Decorations;

Flowers

Understanding the basic foundation of flowers. Bridal Bouquet, corsages, head pieces, centerpieces. Accessories to flowers.

IV. Wedding Guest Management

The Guest List and Cost Management

Drafting the Guest List; Inviting Children; Immediate Relatives; Relatives one step removed. Consulting Parents about the list; Endeavouring to Invite Equal Numbers between Bride and Groom. Inviting Parents to Contribute to Costs; Managing the Growing Guest List; Limiting Numbers; Agreeing Final Guest List with both sets of Parents. Managing Two Event Guest Lists: Full Day Guest List and Evening Guest List.

Managing Wedding Guest Special Requirements

Wedding Guest Etiquette- Guest bringing friends; Facilities for Special Needs

Guests - High Chairs and Baby Facilities, Disabled Guests and Accessibility, Vegetarians and Vegan Guests. Seating Arrangements. Out-of-town Guests - Accommodation, Maps, Contact Details.

Wedding Guest Seating Plans

Types of Seating Arrangements; Ceremony Seating Layout; Reception Seating Layout; Top Table Plan; Parents Table; Seating Layout by Family; Buffets.

Wedding Guest Invitations

Pre-Wedding Parties, Invitation Sent, Gift Received, Thank You Notes etc. Wedding Printing Invitations - Engraved, Hand Printed, Reply Paid Cards. Gift Lists. Order of Service Sheets, Menus, Wording, Press Announcements Style, Maps, Cake Boxes, Place Cards, Envelopes, Seating Plans, Costs.

V. Wedding Program & Logistics (Sherwin) Entertainment

Hiring Musicians; Hiring DJs; Hiring Audio Visual Equipment; Selecting Ceremony Music; Choosing Play lists for Reception

Photographer and Videographer

Photographs and Video Recording - prints, copies of films etc Videoing the Wedding Ceremony; After Ceremony Photography; Reception Video; Group Shot Planning; Selecting Photographic Style; Choosing the Wedding Photo Album; Hiring a Good Photographer.

Transport and Insurance

Transport to the ceremony; Limousine and Bus Hire; Designated Drivers List; Managing Parking at the Various Locations; Breakdown Contingency Planning.

VI. Wedding Ceremony (Sherwin)

Types of Ceremony

Words to be used, promises to be made - are they acceptable to both parties.

Church Wedding

Person giving bride away. Marriage preparation requirements. Order of service. Vows. Music. Signing the register. Choir and seating. Bell ringers. Confetti

Civil Weddings and Ethnic Weddings

Differences which may exist between Civil and Christian weddings and weddings involving people from different religious groups etc.

Wedding Ceremony Logistics

Wedding Rehearsal; Best mans role. Roles of family members. Booking a time; punctuality. Documents; witnesses. Fees. Flowers. Music. Confetti. Timetable of ceremony. Seating. Legal requirements. Payments and collections. Rehearsals.

Speeches

Best Man. Groomsman. Bride. Brides Father. Brides Mother. Special Requirements for each Speaker - Toasts, Responses to Toasts. Planning a Speech. Delivering a Speech. Messages. Encouraging Practice. Practice Guidelines.

Pre- and Post Wedding

Organising the Honeymoon, bridal showers and engagement parties.

X. Project (Sherwin Stan)

Wedding Management Pitch Project

The project is an important part of the course. Each course participant is given

the project brief. Participants are asked at the end of the course to produce an wedding Pitch Proposal with their recommendations to the examiners. This gives participants the opportunity to use the knowledge they have obtained during the course in a focused way and develops Event Pitching skills.

Who Should Apply

Anyone working in Wedding Planning those who wish to develop a career in this area. The course would also benefit anyone who plans to organise their own wedding. Early application is advisable as places are limited.

Course Duration

25 weeks

Course fee: \$2800